



MAYFIELD HAS MORE

MAYFIELD BUSINESS IMPROVEMENT
ASSOCIATION

ABN 55634039506 | INC ID 1901583

BOARD MEMBERS

Name	Abbreviation	Business represented
Tony Sansom	TS	Community Member
Chris Russell	CR	CIMS Café
Brett Hyham	BH	Mayfield MEX Club
Kath Teagle	KT	Mayfield Medical Connection
Aaron Buman	AB	Newcastle Affordable Housing
Emma Warren	EW	LoveMayf Instagram
Phil Boyd	PB	UBOX Training
George Mavridis	GM	Woolworths
Natalie Allen	NA	Terra Prima

CN REPRESENTATIVES

Thomas Michel	TM	CN

GUESTS

Janice Musumeci	JM	Janice Musumeci Consultancy Services
Jacinta Fintan	JF	The Wall Station
Amelie Fournier	AF	Hunter Events Group
Louise Manning	LM	Hunter Events Group
Rotary Club Representatives	Damien Keith Bob	

MEETING OPEN: 4:35pm

MEETING CLOSE: 6:15pm



MEETING MINUTES

Date	21 March 2023
Location	MEX Club Mayfield
Minute Taker	Janice Musumeci

ATTENDEES

Name	Abbreviation	Business represented
Tony Sansom	TS	Community Member
Brett Hyham	BH	Mayfield MEX Club
Emma Warren	EW	LoveMayf Instagram

APOLOGIES

George Mavridis	GM	Woolworths
Natalie Allen	NA	Terra Prima
Chris Russell	CR	CIMS Café
Kath Teagle	KT	Mayfield Medical Connection
Phil Boyd	PB	UBOX Training
Thomas Michel	TM	CN

MINUTES

Item No	Agenda Item	Details	Actions
1. Welcome and Administration			
1.1	Welcome and Introduction	Note quorum not met – however no voting required so meeting to take place given the guest attendance. NB: No apology received from Aaron Buman Tony Sansom introduced all guests to the Board.	Nil
1.2	Confirmation of Previous Minutes	Moved: - TBA next meeting Seconded: - TBA next meeting	Nil
1.3	Conflicts of Interest	None	Nil
1.4	Treasurer’s Report	Nil	Nil
1.5	Correspondence	Nil	Nil
2. Outstanding Actions			
	Nil		Nil
3. Items for Discussion and Decision			
3.1	Guest – Jacinta Fintan	Board members present were asked to refer to the Small Walls Festival Report that was previously circulated via email prior to meeting. Review of the report provides an opportunity to add value to the Mayfield Arts Trail in Jan 2024. For the Jan 2024 event, JF suggested support from BIA (\$7k estimate) and JF can also look at other grants to utilise local artists where possible. This would be an extension to the already existing Mayfield Walking Arts Trail and would supplement the existing Trail when it the Jan 2024 event occurs. EW asked what time frame the decision for funding is needed by. JF stated by May 1 st 2023 with a letter of support.	Nil

		<p>TS, EW, BH support the idea in principle as part of Mayfield Arts Trail. TS asked JF to use BIA Application form and send back to JM. Decision at next meeting.</p> <p>Goal for Arts Trail was to engage with the community, build BIA branding, show Mayfield as an artistic hub and build on the existing murals. This is a point of difference for Mayfield which incorporates the LiveSpots music program. Murals assist with the prevention of graffiti and increased foot traffic to stimulate economic activity.</p>	
3.3	Guest – Louise Manning & Amelie Fournier	<p>Hunter Events Group Mayfield Arts Trail post event Report was circulated to Board via email prior to meeting. EW in note of feedback on Arts Trail, would like to see multiple sites activated in the future.</p> <p>TS noted that he prefers to keep the Arts Trail focused on creativity and then for cafes to enough further foot traffic, do not include market stalls on the day.</p> <p>EW noted that she would like to see activations at multiple locations, more roaming performers that can act as ambassadors who carry information about the event and can guide visitors / encourage attendance at multiple sites / activations.</p> <p>BH noted that some businesses closed at midday and noted that if they had known of the event, they would have remained open longer. Suggested we need flyers as well as posters; targeting different stakeholder i.e. businesses / locals of the event logistics.</p> <p>JM advised that the database was advised twice via email and This is Mayfield social had multiple posts about the Arts Trail, in the lead up to the day.</p>	JM to email database with market stall EOI with deadline of April 6, 2023, for local businesses to have the opportunity to have stalls on 13 May 2023.

		<p>LM suggested an increased funding for the Arts Trail would increase the propensity of the event; larger signage, more promotion and extension of events / entertainers.</p> <p>EW suggested a matte finish for posters in the future so that they can be written on for the kids. EW also proposed pre-signage 'Coming Soon' for mural sites. TS suggested to place promotional material in areas of eyesight i.e., on footpath next time.</p> <p>LM – Mayfield Day Update May 2023</p> <p>All going according to plan and budget – 20k. TS advised HEG to only come to Board with any items outside of the scope of the budget for approval.</p> <p>BH to advise Mex Club sponsorship of \$500 for Mayfield Day by March 31</p>	
3.4	Guest – Rotary Club	<p>BIA committed \$5k out of the previous financial year's budget to assist with street cleaning / graffiti removal in the Mayfield precinct.</p> <p>Rotary presented a rundown of cleaning activities since July 2022 and will provide images for the Board. They clean shop fronts, water blast the pavement, weeding, graffiti removal, clean street furniture and bins, clean electrical poles, assist with planter boxes which are BIA assets.</p> <p>The funding provided by the BIA also goes toward cleaning equipment.</p> <p>TS requested before and after photos of the cleaning activities and images of the equipment purchased for the BIA Annual Report to be sent to JM.</p> <p>TS explained that the BIA is accountable to businesses as per the Special Business Rate Levy model. EW and JM suggested photos for social media to promote the conjunction between BIA and Rotary.</p> <p>TS suggested the BIA Board write to the franchisee of McDonalds Mayfield</p>	Nil

		and ask for them to clean up the laneway and paint over the graffiti. TS to follow up with TM to obtain the owners details of Priceline Pharmacy.	
3.5	PlayState Mural	Board vote to be sent via email by JM for PlayState Mural request for \$9300 on the corner of Roe Street and Maitland Road Mayfield with a community activation run by PlayState in the July School Holidays.	Nil
3.6	Hunter Coastal Lifestyle	Board engaged in an open discussion about continuing partnership with Hunter Coastal Lifestyle funding to promote Mayfield precinct. TS advised there will be a QR code linking to a survey about Mayfield so that the Board can quantify readership.	Nil
4. Strategic Review and Discussion			
4.1	Governance / Efficient Board Meetings - TS	TS request that presentations be limited to 10minutes and where possible Board Papers / Presentations be circulated prior to meeting. TS expressed disappointment at the low attendance of this Board Meeting as the prior meeting had to be postponed as it also failed to meet quorum. TS proposed JM email Board members to reconsider their Board status if they have not attended since the Nov AGM	JM to check with Dept of Fair Trading and refer to Constitution re: apologies, board attendance at meetings. JM to forward the Constitution to the Board.